



Head of Fundraising and Marketing Recruitment Pack

July/August
2026

befriend a child



turn a frown upside down

BEFRIEND A CHILD

At Befriend a Child we believe every child deserves a happy childhood and is given the best chance in life to thrive. We make a difference to children and young people growing up in challenging life circumstances in Aberdeen and Aberdeenshire by providing befriending, mentoring and group activity programmes.

At the heart of our befriending and mentoring programmes are committed and passionate volunteers who are trained and supported by our experienced staff team. Through providing a positive adult role model and positive life experiences our volunteers help children and young people build confidence and self-esteem as well as develop new life interests and skills. In time this can have a transformational effect and allow the child to deal positively with their challenges and help them to build resilience, grow and thrive.

In addition to our befriending and mentoring programmes, we host three youth clubs in local communities across Aberdeen. These sessions provide an opportunity for socially isolated youngsters to build confidence around their peers in a safe and fun environment. We also work with befriended and mentored children's families who are struggling with the cost of living and social isolation where they need practical and focused support. Our Family Support Project supports families to enable them to reach a point where they feel they can independently manage areas of their life that are causing a critical impact on the family.

Each year we support over 250 children and work with around 270 volunteers. Our work has been recognised through several awards including The Queen's Award for Voluntary Service, Befriending Network's Quality in Befriending Excellence Award, Scottish Mentoring's Project Award and Investing in Volunteers' Award. Our team are committed to delivering excellence to the children, families and volunteers we support.

This is a particularly exciting time to join Befriend a Child as we are looking ahead to the future through our next strategic plan.

Fundraising and Marketing Team

Over the next three years we have an ambition to grow in scope and scale. Central to this growth will be our ability to develop and diversify our income streams to ensure we have a strong sustainable funding base. Raising our profile and communicating effectively to our stakeholders will also be critical to our success. Our Fundraising and Marketing team plays a vital role in this.

The Head of Fundraising and Marketing will lead a dedicated team comprising a Senior Trusts and Grants Co-ordinator, Senior Fundraising Co-ordinator and Senior Marketing and Communications. Working collaboratively, the team will deliver our fundraising, marketing and communications activity that supports the charity's objectives and contributes to the continued growth and sustainability of Befriend a Child.

www.befriendachild.org.uk

Registered charity number: SC005467

JOB DESCRIPTION

Job Title	Head of Fundraising and Marketing
Reports to	CEO
Hours	Full time (35 hours per week)
Location	Aberdeen office with hybrid working
Salary	£40,000 - £45,000

Purpose

The Head of Fundraising and Marketing provides leadership for Befriend a Child's fundraising, marketing and communications functions, ensuring the delivery of sustainable income and profile raising to support the charity's mission and long-term ambitions.

The postholder will lead the development and delivery of an ambitious fundraising strategy, driving sustainable income growth through trusts and foundations, corporate partnerships, major donors, community fundraising, events and individual giving. They will personally lead the development of strategic corporate partnerships and identify new opportunities to diversify and grow income.

As a member of the Senior Management Team, the postholder will work closely with the CEO and leadership team to strengthen the charity's profile, enhance supporter engagement and ensure the long-term financial stability of the charity. They will lead, motivate and develop the Fundraising and Marketing team, fostering a high-performing and collaborative culture.

Key Responsibilities

Fundraising and Marketing Leadership and Development

- Develop and implement a multi-year fundraising and marketing strategy aligned to the organisational strategy
- Deliver sustainable income growth through a diverse portfolio of income streams
- Identify new income opportunities and respond proactively to changes within the fundraising landscape
- Lead annual planning, budgeting and performance reporting for fundraising and marketing
- Monitor fundraising performance and identify opportunities for growth across income streams
- Ensure fundraising activities reflect best practice, regulatory requirements and ethical fundraising standards

Fundraising

- Provide strategic oversight and leadership across all fundraising income streams, including community fundraising, trusts and grants, fundraising events, corporate giving and individual giving, ensuring income targets and KPIs are met
- Support the writing of applications to grant making trusts and foundations, leading on writing applications as required
- Support community fundraising initiatives, events and appeals
- Lead the development and delivery of a corporate partnerships strategy
- Identify, secure and steward corporate and major donor funding opportunities
- Develop an individual giving programme for Befriend a Child
- Identify and develop new fundraising opportunities in line with fundraising and marketing strategy
- Represent Befriend a Child at networking events, presentations and meetings

Marketing and Communications

- Provide strategic oversight and leadership of the charity's Marketing and Communications function within Befriend a Child
- Ensure marketing and communications activity supports profile raising, fundraising and volunteer engagement
- Oversee the Befriend a Child brand, including visual identity, positioning and key messages
- Oversee digital communications, including website, email and social email
- Ensure consistent messaging across all communications
- Promote the impact of Befriend a Child through effective storytelling

Supporter Relations

- Develop and maintain strong relationships with donors, supporters and stakeholders
- Champion an excellent supporter experience across all fundraising and marketing activities
- Ensure effective stewardship and supporter retention
- Oversee the development of the charity's CRM database
- Promote a supporter-centred approach across the organisation

Team Leadership and Management

- Lead, develop and inspire the Fundraising and Marketing team, fostering a culture of motivation, accountability and high-performance
- Line manage and support direct reports through regular supervision, performance management and development planning
- Ensure staff have the skills and resources needed to deliver excellent services
- Promote staff and volunteer wellbeing and create a supportive, inclusive and collaborative working environment

Organisational Leadership and Collaboration

- Contribute actively to the development of the charity's strategic vision and objectives
- Play a key role in organisational decision-making and strategic planning as part of the Senior Management Team
- Prepare operational and impact reports for the Senior Management Team and the Board on a monthly, quarterly and yearly basis
- Attend Befriend a Child Board meetings quarterly to present the Fundraising and Marketing report
- Represent Befriend a Child at events, conferences, and meetings to advocate for our work
- Act as the lead contact for named funders, supporting relationship management, grant applications and reporting requirements

Additional Responsibilities

- Promote Befriend a Child's vision, mission and values and be an ambassador of the charity
- Support the delivery of activities for donors, beneficiaries and volunteers, including occasional evening and weekend work
- Ensure compliance with all Befriend a Child policies, procedures and professional standards
- Support fundraising activities and attend events as required
- Undertake any additional duties consistent with the senior nature of the role

This is an outline job description designed to give an overview of the responsibilities of the role. We expect the job holder will work flexibly, responding to organisational need and changes as they occur.

PERSONAL SPECIFICATION

Required Knowledge / Experience

- Educated to degree level or equivalent relevant experience
- Experience of strategy development and planning (desirable)
- Experience of developing and delivering operational fundraising and / or marketing plans and KPIs
- Proven experience of leading and managing teams, including staff supervision and development
- Proven track record in professional fundraising with experience of a broad range of techniques for income generation
- Proven track record in securing major donations and grants (£50,000 +)
- Proven success in developing corporate partnerships
- Proven ability to build and maintain partnerships with donors, supporters and stakeholders
- Knowledge and experience of marketing and communications
- Experience of budget management and financial accountability including forecasting
- Knowledge of database management, data protection and GDPR
- Strong local business networks (desirable)
- Experience of working in the third sector (desirable)

Required Skills

- Proven ability to communicate effectively, both verbally and in writing, including the ability to produce quality reports for a variety of internal and external audiences
- Excellent planning skills and ability to work under pressure and to strict deadlines across a range of activities
- Excellent project management skills and the ability to co-ordinate multiple projects
- Excellent communication and interpersonal skills, with the ability to represent Befriend a Child
- Strong networking and relationship building skills
- Strong team working skills including sharing ideas, providing and receiving support, maintaining positive relationships and able to communicate positively with the Befriend a Child community
- Able to take a flexible approach to work, including flexible and out of hours working in response to beneficiary service needs
- Strong IT skills

WORKING AT BEFRIEND A CHILD

At Befriend a Child, we are committed to creating a working environment where our team feel valued, supported and able to thrive, both professionally and personally. We provide opportunities to develop and progress, alongside a comprehensive benefits package. Befriend a Child is situated in the centre of Aberdeen in Bon-Accord Square, with its own private staff car park.

Employee Benefits

Salary	£40,000 - £45,000
Hours of Work	35 hours a week, not including lunch break plus occasional evening and weekend work.
Location	Aberdeen based. Hybrid working is available.
Annual Leave	35 days annual leave including bank holidays and 4 days over the Christmas period. This increases by one day every two years to a maximum of 39 days.
Pension Scheme	After a qualifying period of 3 months, employees are auto enrolled into our pension scheme with Royal London. The scheme has a combined contribution of 9% (5% employee contribution and 4% employer contribution).
Medicash Health Plan	Medicash Level 1 plan which includes cashback for health appointments and has an Employee Assistance Programme (EAP)
Flexible Working	Flexible working is available upon request
Training and Development	Befriend a Child recognises the importance of developing our team. We offer structured induction support and encourage staff to undertake training to develop their skills and interests at work

HOW TO APPLY

To apply, please forward a copy of your CV along with a covering letter giving an overview of your skills and experience and how you meet the personal specification. Please also include the name and contact details of two referees, one of whom must be your current employer. Please send application information to sarah@befriendachild.org.uk by Sunday 16th August 2026.

Interviews will be held on Thursday 20th August 2026. Please let us know if you need any special arrangements for interview.

For further information please contact Sarah Misra, CEO at sarah@befriendachild.org.uk or tel: 01224 210060.